

Development Management Sub Committee

Wednesday 13 January 2016

**Application for Advert Consent 15/04261/ADV
At Advertising Board, Seafield Road, Edinburgh
Advertisement of the following types : Hoarding (static LED
display).**

| | |
|----------------------|-------------|
| Item number | 4.6 |
| Report number | |
| Wards | A13 - Leith |

Summary

The proposed advert complies with Regulation 4(1) of the Town & Country Planning (Control of Advertisements) (Scotland) Regulations 1984. The proposed advert will not harm the visual amenity of the area and is acceptable in terms of public safety. The proposal is acceptable. There are no material considerations which outweigh this conclusion.

Links

[Policies and guidance for this application](#) NSG, NSADSP,

Report

Application for Advert Consent 15/04261/ADV At Advertising Board, Seafield Road, Edinburgh Advertisement of the following types : Hoarding (static LED display).

Recommendations

1.1 It is recommended that this application be Granted subject to the details below.

Background

2.1 Site description

The site contains an existing billboard rising to just under 6m in height. The site adjoins the western side of an electricity substation, lying between a petrol filling station and the car park of a currently vacant retail warehouse.

It stands on a very busy section of Seafield Road, the main coastal route on the north side of the city.

On the opposite side of the road stands a car-wash facility, with a small group of houses (category C listed buildings) to its west. These each back onto a former railway embankment, which serves as part of the walkway/cycle network in the city.

A traffic light junction (to Seafield Place, the north-east exit from the Leith Links area) stands around 50m to the west.

It is noted that the coastal route (Salamander Street/Seafield Road) contains a high number of bill-board sites.

2.2 Site History

There is no relevant planning history for this site.

Main report

3.1 Description Of The Proposal

The application proposes a large internally illuminated (LED) advertising screen, with static images, in replacement of an existing top-lit advertising hoarding.

The advert will rise to approximately 7.5m in height, with a "feature" structure on its inner side rising to an apex of around 9.5m.

The advert will remain "landscape" in format but will change from 3.5 x 12.5m to 6 x 10m.

A Road Safety Audit was submitted in support of the application.

3.2 Determining Issues

Do the proposals affect the amenity of the locality? In the determination of the suitability of the site for the display of advertisements, the Planning Authority shall have regard to the general characteristics of the locality including the presence of any feature of historical, architectural, cultural or similar interest. The authority may disregard any advertisements displayed in the locality.

Do the proposals affect public safety? The Planning Authority shall in particular consider whether any such display is likely to obscure, or hinder the ready interpretation of, any road traffic sign, railway signal, or aid to navigation by water or air.

3.3 Assessment

To address these determining issues, the Committee needs to consider whether:

- a) the advertisement will harm the amenity of the area;
- b) the proposal is appropriate in terms of public safety;
- c) any public comments raised have been addressed; and
- d) any impacts on equalities or human rights are acceptable.

a) Amenity

The proposal sits on the site of an existing illuminated hoarding, but is increased in height (by around 2.5m), and will change to an LED display.

The increase in height will be perceptible but is not dramatic and is partially mitigated by a decrease in width. The board sits in a section of road where hoardings are common. The most pertinent impact is upon the setting of (and views from) the listed buildings on the south side of the road. Whilst height is increased, this has no direct impact upon views of the listed buildings as it will lie on the opposite side of the street. There is no impact upon the listed buildings opposite.

A condition restricting night-time illumination levels is added in order to protect residential amenity.

The proposal complies with the Council's Non-Statutory Guidance relating to Advertisements, Sponsorship and City Dressing.

The proposed display will not adversely affect the interests of amenity and is acceptable.

b) Public Safety

The proposed display sits between a petrol filling station (which screens the site as seen from the east) and the car park of a currently disused retail warehouse. The siting has no additional impact upon sight-lines for vehicles leaving either of the flanking sites.

The signage will be visible when approaching from the west (Salamander Street) and when sitting at the T-junction approaching from Leith Links.

Transport Planning highlighted that the existing junction has a history of car accidents involving pedestrians, but is satisfied with the conclusions of a Road Safety Audit submitted by the applicant.

The proposed display will not adversely affect the interests of public safety.

c) Public Comments

No comments to address.

d) Equalities and Human Rights

This application was assessed in terms of equalities and human rights. No impacts were identified.

Conclusion

The proposed display complies with Regulation 4(1) of the Town & Country Planning (Control of Advertisements) (Scotland) Regulations 1984. The proposed display will not harm the visual amenity of the area and is acceptable in terms of public safety. The proposal is acceptable. There are no material considerations which outweigh this conclusion.

It is recommended that this application be Granted subject to the details below.

3.4 Conditions/reasons/informatives

Conditions:-

1. Consent is granted for a period of five years from the date of consent.
2. The intensity of illumination of the advertisement display shall be restricted to 75 candelas per square metre during night time hours, these hours being 30 minutes after sunset to 30 minutes before sunrise each day.
3. The advertisement shall consist of static images only.

Reasons:-

1. In order to accord with the statutory requirements of the Town and Country Planning (Scotland) Acts.

2. In order to ensure that the level of illumination is appropriately restricted so as not to be detrimental to the amenity of the area.
3. In the interests of road safety.

Informatives

It should be noted that:

1. Adverts must not contain moving images or sequencing of images over more than one advert;
2. Drivers should only be able to see the details of a roadside digital advertisement on one screen or a pair of synchronised screens at a time. This is to ensure that multiple images do not change at different times;
3. There should be no message sequencing where a message is spread across more than one screen;
4. Phone numbers, web addresses details etc should be avoided;
5. It is recommended that the rate of change of image should be set to be in effect instantaneous;
6. Where the advert is visible in the same view as traffic signals, the timing of the signals should where possible be taken into account when calculating the message display time;
7. Adverts should not resemble existing traffic signs or provide directional advice;
8. Night time levels of luminance should be based on the luminance of other signs and surfaces in the area. Typical values in urban areas would be in the range of 75-300Cd/m²;
9. Daytime levels of luminance may need to be higher, this should be controlled by light sensors to measure the ambient brightness and dimmers to control the lighting output is within acceptable limits; and
10. The City of Edinburgh Council acting as Roads Authority reserves the right under Section 93 of The Roads (Scotland) Act 1984 to disconnect and disable the sign, or take any other steps, required to ensure that any display on the sign which constitutes a danger to road users is removed or screened. The Council will recover their costs for undertaking such action and the applicant should note that the display of any moving images (ref Note 3. above) is likely to result in immediate action under Section 93.

Financial impact

4.1 The financial impact has been assessed as follows:

There are no financial implications to the Council.

Risk, Policy, compliance and governance impact

5.1 Provided planning applications are determined in accordance with statutory legislation, the level of risk is low.

Equalities impact

6.1 The equalities impact has been assessed as follows:

The application has been assessed and has no impact in terms of equalities or human rights.

Sustainability impact

7.1 The sustainability impact has been assessed as follows:

This application is not subject to the sustainability requirements of the Edinburgh Design Guidance.

Consultation and engagement

8.1 Pre-Application Process

There is no pre-application process history.

8.2 Publicity summary of representations and Community Council comments

No representations have been received.

Background reading/external references

- To view details of the application go to
- [Planning and Building Standards online services](#)
- [Edinburgh City Local Plan and Rural West Edinburgh Local Plan](#)
- [Planning guidelines](#)
- [Conservation Area Character Appraisals](#)
- [Edinburgh Local Development Plan](#)
- [Scottish Planning Policy](#)

**Statutory Development
Plan Provision**

The site lies on the fringe of a Business Development Area (Bus 3 - Leith Eastern Industrial Area) as shown in the City of Edinburgh Local Plan.

Date registered

17 September 2015

Drawing numbers/Scheme

1-5,

Scheme 1

John Bury

Head of Planning & Transport
PLACE
City of Edinburgh Council

Contact: Stephen Dickson, Senior Planning Officer
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Links - Policies

Relevant Policies:

Relevant Non-Statutory Guidelines

Non-statutory guidelines 'ADVERTISEMENTS, SPONSORSHIP AND CITY DRESSING' Provides guidance on proposals for advertisements, imposing restrictions on adverts on street furniture, hoardings, and at the roadside, and outlining the circumstances in which sponsorship, city dressing, banners and adverts on scaffolding should be acceptable.

Appendix 1

Application for Advert Consent 15/04261/ADV At Advertising Board, Seafield Road, Edinburgh Advertisement of the following types : Hoarding (static LED display).

Consultations

Transport

Would be pleased if the application could be continued.

Reason:

1. *A Stage 1 Road User Safety Audit to be carried out to the satisfaction of the Director of Services for Communities. Due to the location of the signs in proximity of the signalised junction. (Three accidents have been recorded on this section of road in the last 5 years at the signalised junction with 2 of which involved pedestrians);*

Note:

1. *Adverts must not contain moving images or sequencing of images over more than one advert;*
2. *Drivers should only be able to see the details of a roadside digital advertisement on one screen or a pair of synchronised screens at a time. This is to ensure that multiple images do not change at different times;*
3. *There should be no message sequencing where a message is spread across more than one screen;*
4. *Phone numbers, web addresses details etc should be avoided;*
5. *It is recommended that the rate of change of image should be set to be in effect instantaneous;*
6. *Where the advert is visible in the same view as traffic signals, the timing of the signals should where possible be taken into account when calculating the message display time;*
7. *Adverts should not resemble existing traffic signs or provide directional advice;*
8. *Night time levels of luminance should be based on the luminance of other signs and surfaces in the area. Typical values in urban areas would be in the range of 75-300Cd/m²;*
9. *Daytime levels of luminance may need to be higher, this should be controlled by light sensors to measure the ambient brightness and dimmers to control the lighting output is within acceptable limits;*

10. The City of Edinburgh Council acting as Roads Authority reserves the right under Section 93 of The Roads (Scotland) Act 1984 to disconnect and disable the sign, or take any other steps, required to ensure that any display on the sign which constitutes a danger to road users is removed or screened. The Council will recover their costs for undertaking such action and the applicant should note that the display of any moving images (ref Note 3. above) is likely to result in immediate action under Section 93.

Transport - Further Comments

Further to the memorandum of 9 October 2015, I confirm that there are no objections to this application subject to the following being included as conditions or informatives as appropriate:

Note:

1. *Adverts must not contain moving images or sequencing of images over more than one advert;*
2. *Drivers should only be able to see the details of a roadside digital advertisement on one screen or a pair of synchronised screens at a time. This is to ensure that multiple images do not change at different times;*
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Note:

In accordance with our large format advertising safety checklist, this location was assessed as Medium-High risk. As such it was recommended that an independent road safety audit be carried out in accordance with Volume 5, Section 2, Part 2 HD1903 of the Design Manual for Roads and Bridges (DMRB) for this application.

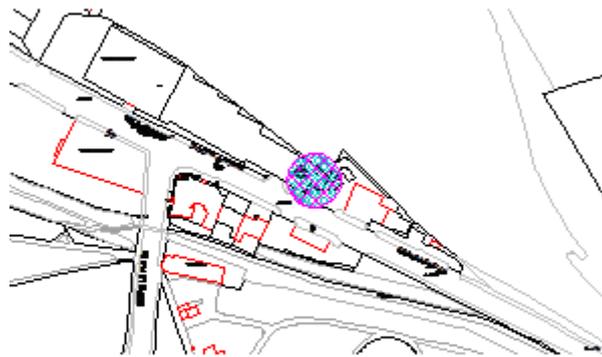
This has now been done and the audit made the following conclusion:

- *The Audit Team have no major issues to raise in relation to the proposals for the advertising display as indicated. However, in line with the Council's policy, the level and content of any future movement and motion provided by a digital display should be agreed with the Council.*

Environmental Assessment

No objections.

Location Plan



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